

Arun Kumar Gupta

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Education

Indian Institute of Information Technology, Vadodara
B.Tech in Computer Science, CGPA : 7.01

Dec 2020 - May 2024

Experience

Android Developer Intern

Indore, MP

Ypsilon IT Solutions Pvt Ltd

Jan 2024 - Jun 2024

- Debugged and optimized performance across **5+** Android applications to enhance user experience.
- Applied agile practices and received **100+** hours of mentoring from senior developers, sharpening Android development skills.

Android Developer Intern

Remote

AD Infocom Systems

May 2023 - Jul 2023

- Upgraded a farmer-centric app by adding **4+** functional modules, including e-commerce and APMC updates.
- Published **100+** articles and FAQs within the app, driving a **30%** increase in user engagement.

Projects

Business Insights 360 | Power BI, MySQL

[GitHub](#) [Dashboard](#)

- Developed **6+** interactive Power BI dashboard for AtliQ Hardware, consolidating and analyzing **3M+** sales transactions, streamlined data visualization processes, allowing for quicker decision-making.
- Delivered insights across **4** key business domains - Finance, Sales, Marketing, and Supply Chain using advanced DAX, Power Query, and KPI indicators.
- Compressed report size by **30%** using DAX Studio and optimized processing speed by **5%**.

Sales & Forecasting Analysis | MySQL

[GitHub](#)

- Investigated **1M+** rows of sales data, conducting more than **10** ad-hoc analyses to uncover sales trends in performance, forecast accuracy, and regional market share.
- Built stored procedures, views, and automated triggers/events, reducing manual reporting by **60%** and boosting accuracy by **30%**.
- Uncovered top-performing products, regions, and customer segments through SQL-driven insights, reducing analysis time by **30%** and enabling faster, data-driven decision-making.

Uber Trip Analysis | Power BI, Excel

[GitHub](#) [Dashboard](#)

- Designed **3** dashboards visualizing **100K+** trips, focusing on trip duration, vehicle type, and geolocation trends.
- Implemented **10+** visual components with slicers and bookmarks for enhanced interactivity.

Marketing Analytics Case Study | SQL Server, Python, Power BI

[GitHub](#) [Dashboard](#)

- Analyzed declining customer engagement and conversion rates for ShopEasy despite high marketing spend.
- Integrated Python with SQL Server to perform sentiment analysis on **10K+** reviews extracting key themes influencing customer satisfaction.
- Crafted **4** Power BI dashboards to uncover key drop-off points and content effectiveness.

Skills

Analytical Tools: Power BI, Excel, Jupyter Notebook

Programming Languages: SQL, Python and Libraries(NumPy, Pandas, Matplotlib and Seaborn)

Databases: MySQL, Microsoft SQL Server

Certifications

Excel: Mother of Business Intelligence - Codebasics

[Link](#)

SQL Beginner to Advanced For Data Professionals - Codebasics

[Link](#)

Power BI Data Analytics for All Levels 3.0 - Codebasics

[Link](#)